

ASSIGNMENT 3

Textbook Assignment: "Audiovisual Presentations," chapter 2, pages 2-32 through 2-53;
"Television Graphics," chapter 3, pages 3-1 through 3-23; and
"Displays and Exhibits," chapter 4, pages 4-1 through 4-9.

- 3-1. What is the purpose of a mat?
1. To focus attention
 2. To protect from fingerprints
 3. To prevent direct contact between artwork and glass in a frame
 4. All of the above
- 3-2. If the top and both sides of a mat measure $\frac{3}{4}$ inch wide, what should be the width of the bottom edge?
1. 1 inch
 2. $\frac{3}{4}$ inch
 3. $\frac{7}{8}$ inch
 4. $\frac{15}{16}$ inch
- 3-3. Why should you cut against a straightedge along the inside edge of a hand-cut mat?
1. To protect your leg
 2. To protect your hand
 3. To protect the useable portion of the mat
 4. To guide the blade straight from corner to corner
- 3-4. What is the key to successful cutting of both hand-cut and carriage-cut mats?
1. Angle of the blade
 2. Depth of the blade
 3. Profile of the blade
 4. Sharpness of the blade
- 3-5. What is a major difference between cutting a mat by hand and cutting a mat on a carriage cutter?
1. The mat board is face -up when cutting a mat by hand and face down when cutting with a carriage
 2. The corners of a hand-cut mat are exact while the corners of a carriage cut mat are not
 3. The hand-cut mat has a straight edge and the carriage-cut mat has beveled edges
 4. The hand-cut mat can be very large but the carriage-cut mat is limited in size
- 3-6. What are the most common types of projecturals used in the Navy today?
1. Videotape and 8mm movie film
 2. 35mm slides only
 3. Viewgraphs and 35mm slides
 4. Transparencies and viewgraphs
- 3-7. What is the most common aperture area of a viewgraph?
1. $6 \frac{4}{10}$ by $9 \frac{1}{2}$ inches
 2. $7 \frac{1}{2}$ by $9 \frac{1}{2}$ inches
 3. 10 by $9 \frac{1}{2}$ inches
 4. 10 by 10 inches

- 3-8. When you design projecturals, the horizontal format is preferable for what reason?
1. It ensures that the projected image fills as much of the viewing screen as possible
 2. Suspended light fixtures and low ceilings do not usually interfere only
 3. Horizontal formatting is easier to layout then vertical formatting only
 4. It ensures that the projected image fills the screen as much possible and it is easier to lay out than a vertical format
- 3-9. To eliminate confusion in a crowded viewgraph, what should you do?
1. Add color
 2. Reduce the viewgraph to a slide
 3. Limit the viewgraph to one topic
 4. Remove unnecessary information
- 3-10. A viewgraph layout sheet should contain which of the following features?
1. Grid paper and registration marks
 2. Aperture outlines for viewgraphs, slides, and TV cards
 3. Optical center and true center
 4. All of the above
- 3-11. Which of the following techniques is the quickest way to make a viewgraph?
1. Diazo
 2. Photographic
 3. Marker on acetate
 4. Computer-generated
- 3-12. You have limited resources but want to create a handmade viewgraph with color. What technique, when used creatively, will give your viewgraph a professional appearance?
1. Spraying color on acetate
 2. Pooling color from the strokes of a marker
 3. Cutting out cellophane and sticking it to the viewgraph
 4. Limiting color to the black letter on a clear background
- 3-13. A liftable magazine picture has what characteristics?
1. It leaves a white deposit when rubbed with a wet finger
 2. It remains intact when a hot iron is pressed over it
 3. It is vivid in color
 4. All of the above
- 3-14. The emulsion used on diazo foils is made up of what two components?
1. Azo dyestuff and diazo salts
 2. Diazo salts and ultraviolet light
 3. Azo dyestuff and ammonium hydroxide
 4. Ammonium hydroxide and an alkaline medium
- 3-15. What happens when you expose the emulsion on diazo film to ultraviolet light and develop the film in an alkaline medium?
1. A colored image forms
 2. Diazo salts combine with azo dyestuff to form an image
 3. The azo dyestuff and ammonia fumes form an image
 4. The emulsion chemically changes so that no image appears

- 3-16. When you are using diazo materials to produce viewgraphs, how do the images on the diazo foils form?
1. By exposing the emulsion to ultraviolet light and developing in ammonia vapors
 2. By exposing the emulsion to ammonia vapors and developing in ultraviolet light
 3. By developing the foil in ammonia vapors after total exposure to ultraviolet light
 4. By developing the foil in ammonia vapors, causing the diazo salts to combine with the azo dyestuff
- 3-17. What is the purpose of the opaque image area of a diazo master?
1. To keep all light rays from striking the foil
 2. To enable ultraviolet light to reach the foil
 3. To prevent ultraviolet light from reaching the foil
 4. To block infrared light
- 3-18. When preparing a series of diazo masters, what will eliminate changing exposures and prevent film waste?
1. Use a fine fiber opaque paper
 2. Use a fibrous paper
 3. Use acetate
 4. Use the same paper stock for all masters
- 3-19. At what scale should you make a diazo master?
1. Any scale
 2. Same as reproduction size
 3. Larger than reproduction size
 4. Smaller than reproduction size
- 3-20. When making diazo viewgraphs, you can minimize distortion by taking what action?
1. Turn the machine blower to high
 2. Run diazo foils alternately at right angles to each other
 3. Run diazo foils at the highest allowable speed
 4. Run all foils in the same direction through the machine
- 3-21. What is the indication that the emulsion on a diazo foil is facing you?
1. The nick on the foil is in the upper-right corner
 2. The nick on the foil is in the upper-left corner
 3. The dot on the foil is in the upper-left corner
 4. The master is reversed and facing down
- 3-22. What is the most critical step in exposing and developing diazo foils correctly?
1. Use ammonia with a 26° Baumé reading
 2. Use only dimensionally stable products
 3. Develop only as long as necessary, exposure varies
 4. Develop for lengthy periods
- 3-23. Reversals are effective for which of the following reasons?
1. They are easy on the eyes
 2. They contain a clear image on a darkened background
 3. They focus the viewer's attention on a small section of the screen
 4. All of the above

- 3-24. Why should you never use a positive format viewgraph in the same presentation as negative formatted viewgraphs?
1. To prevent eyestrain
 2. To avoid having to completely darken the room
 3. To avoid using dark colored backgrounds
 4. To prevent having to project front and rear simultaneously
- 3-25. To update a sepia intermediate without having the original artwork, you should take what action?
1. Redraw the intermediate
 2. Correct the intermediate
 3. Request a revision from the originating authority
 4. Throw the intermediate away and start over
- 3-26. What total number of colored diazo foils may be run from a single sepia intermediate?
1. One
 2. Two
 3. Six
 4. Unlimited
- 3-27. If commercial mounts are not available, which of the following materials can you use as a viewgraph frame?
1. Acetate
 2. Making tape
 3. Tracing paper
 4. Illustration board
- 3-28. You should use what type of tape to attach a transparency to a transparency mount?
1. Masking tape
 2. Packing tape
 3. Cellophane tape
 4. Transparent plastic tape
- 3-29. When mounting multiple overlays on a viewgraph frame, what foil should you mount first?
1. Base
 2. Blue
 3. Black
 4. Bottom
- 3-30. What is the reason you should mount several overlays to the same side of the viewgraph mount?
1. To strengthen one side of the mount
 2. To attach all overlays neatly on one side
 3. To ensure that each overlay appears in the correct sequence
 4. To reduce the amount of tape required to mount all of the overlays
- 3-31. What is/are the reason(s) for using tabs on multiple overlay viewgraphs?
1. To indicate sequence
 2. To indicate the ordering of fastening
 3. To fasten each overlay equally to the frame
 4. All of the above
- 3-32. For what reason are 35mm slides used at many Navy commands?
1. They are low in production costs
 2. They are versatile
 3. They are compact
 4. All of the above
- 3-33. What is the major advantage of using 35mm slides over viewgraphs?
1. They are easily copied
 2. They hold the audience's attention
 3. They get the message across quickly
 4. They can be used in either front or rear screen projection

- 3-34. When you are designing artwork for 35mm slides, you should use what format?
1. 3:5
 2. 5:7
 3. Vertical
 4. Horizontal
- 3-35. To make sure that 35mm slides are in the proper order and in correct position, you should place thumbspots where on the frame?
1. Upper-right corner when slide is facing you
 2. Upper-left corner when slide is facing you
 3. Lower-right corner when slide is facing you
 4. Lower-left corner when slide is facing you
- 3-36. Where should you locate the thumbspots to position slides in a carousel tray for front screen projection?
1. Lower-left corner
 2. Upper-left corner
 3. Upper-right corner
 4. Lower-right corner
- 3-37. When you use the diagonal line method for marking slides, what does a break in the continuity of the line mean?
1. The rubber band is out of position
 2. The slides are in the correct position
 3. A missing or improperly sequenced slide
 4. The thumbspots are improperly positioned on the slides
- 3-38. The success of the end product in any graphic media depends upon what factor(s)?
1. Budget
 2. Supplies
 3. Computer savvy
 4. Fundamental graphics knowledge
- 3-39. What is a limiting hardware factor in the creation of computer-generated graphics for presentation?
1. Keyboard
 2. Monitor
 3. Memory
 4. Mouse
- 3-40. Television and video cameras detect what type of light?
1. Deflected
 2. Reflected
 3. Diffused
 4. Bounce
- 3-41. A receiver separates transmitted signals into what two impulses?
1. Audio and CRT
 2. Visual and CRT
 3. Audio and sound
 4. Visual and audio
- 3-42. Which of the following statements best describes what a TV camera "sees"?
1. Everything within lens range
 2. Electrical impulses of varying strength
 3. Varying amounts of light reflected from a scene
 4. All of the above
- 3-43. Which of the following factors has the greatest effect on light reflected from an object recorded by a TV camera?
1. Object size
 2. Object color
 3. Shade on the object
 4. Location of the object
- 3-44. What does the shape of a picture tube approximate?
1. Film size
 2. Lens range
 3. Normal range of vision
 4. Industry standardized tube dimensions

- 3-45. What are the proportions of standard shaped picture tubes?
1. Three units wide and four units high
 2. Three units high and four units wide
 3. Five units high and four units wide
 4. Four units high and five units wide
- 3-46. Which of the following media are referred to as television graphics?
1. Photographs
 2. Color slides
 3. Credit captions
 4. All of the above

IN ANSWERING QUESTIONS 3-47 THROUGH 3-50, SELECT FROM COLUMN B THE TYPE OF STUDIO CARD DESCRIBED BY THE STATEMENT IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

	<u>A. STATEMENTS</u>	<u>B. STUDIO CARDS</u>
3-47.	Maximum resolution or clarity	1. Border area
3-48.	Total picture area	2. Essential area
3-49.	Safe title area	3. Scanning area
3-50.	Protection from damage	

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- 3-51. To present a great deal of textual information in a TV graphic, you should use what type of equipment?
1. Rub-on letters
 2. Phototypesetter
 3. Character generator
 4. Electric typewriter

- 3-52. Generally, cards used in preparing artwork or picture for TV transmission are what size?
1. 8 1/2 by 11 inches
 2. 10 by 13 1/3 inches
 3. 10 by 12 inches
 4. 11 by 14 2/3 inches
- 3-53. To give some clue to the type and character of a television show, you should make graphics with which of the following characteristics?
1. With motion
 2. With an introduction
 3. To match the style of the program
 4. Containing a variety of background settings
- 3-54. The most critical consideration in assuring good television artwork reproduction is what factor?
1. Subject size
 2. Simplicity
 3. Legibility
 4. Contrast
- 3-55. When a television receiver displays color art in a black-and-white transmission, what legibility standard is most important?
1. Image size
 2. Color content
 3. Tonal contrast
 4. Lettering style
- 3-56. When color artwork for TV is created, for what reason should you limit your palette to about two shades and three tints of each intense hue?
1. More than six values of a single hue is hard to distinguish when transmitted
 2. To emphasize center of interest items
 3. To prevent greys from transmitting
 4. To set video levels

3-57. Which of the following techniques does NOT improve legibility of television graphics?

1. Changing tonal contrast
2. Rearranging information
3. Enlarging overall dimensions
4. Reducing information to essential elements

3-58. Since the essential area of a TV screen limits the amount of text you can transmit, you should limit the number of words on a graphic to what number?

1. 8
2. 10
3. 12
4. 14

3-59. Simplicity in television graphics is absolutely necessary for what reason?

1. To maintain the aspect ratio
2. To increase emphasis and strengthen impact
3. To standardize size and resolution
4. To establish a camera-to-graphic distance

3-60. Which studio card contains only illustrations?

1. Illustrated
2. Standard
3. Plain
4. Super

IN ANSWERING QUESTIONS 3-61 THROUGH 3-63, MATCH THE STUDIO CARD IN COLUMN B WITH THE DESCRIPTION IN COLUMN A. RESPONSES MAY BE USED MORE THAN ONCE.

	A. <u>DESCRIPTIONS</u>	B. <u>STUDIO CARDS</u>
3-61.	White letters, black background	1. Standard
3-62.	Text only	2. Plain
3-63.	Text and images	3. Illustrated
		4. Super

3-64. To present text and illustrations in sequence at a controlled rate of speed is known by what term?

1. Scrolling
2. Progression
3. Storyboarding
4. Progressive disclosure

3-65. With what card does the camera tilt up and down to cover the information?

1. Pan
2. Tilt
3. Plain
4. Drop-in

3-66. When a camera pans a graphic, what motion, if any, is the camera making?

1. Up-and-down
2. Side-to-side
3. None

3-67. What disclosure technique makes information scroll on and off the screen?

1. Drop-in/out binder
2. Tilting
3. Panning
4. Crawl

- 3-68. Computer-generated graphics created to influence your decisions or thought and intended for TV transmission are known by what term?
1. Infographics
 2. Infomercials
 3. Teleconference
 4. Animation
- 3-69. A display should have a central theme or message.
1. True
 2. False
- 3-70. A display should target what type of audience?
1. Large
 2. General
 3. Transitory
 4. All of the above
- 3-71. Which of the following spaces are appropriate for a display?
1. A small alcove in a back wing of a building
 2. Under a stairwell
 3. Near a deepsink
 4. Coffee mess or lunch room
- 3-72. A large, transitory audience with an interest in naval ships should enjoy which of the following exhibits?
1. A loud colorful display on the evolution of man
 2. A series of posters on dental hygiene
 3. An exhibit on Army boot camp
 4. An exhibit of naval ships

